



Date: December 16, 2016

To: Mayor and Members of the City Council

From: Patrick H. West, City Manager *T.M.*

Subject: **Long Beach Serves: Volunteer Campaign Update**

As part of an ongoing effort to continue encouraging and promoting volunteerism in the City of Long Beach, the City launched an inaugural citywide volunteer campaign, "Long Beach Serves," on October 1, 2016. The campaign included 12 volunteer events, with volunteers of all ages, from children to seniors, showing up to participate. The campaign culminated on October 22nd, "National Make a Difference Day," with the City hosting four culminating volunteer events spread throughout Long Beach on that specific day.

Long Beach Serves Campaign Overview

For the first year of Long Beach Serves, the Mayor's Office and eight Council districts participated in the Volunteer Campaign (one district will be hosting a volunteer event outside of the official Campaign time frame, due to an unexpected conflict that arose with their previously scheduled volunteer activity). Each district hosted one or two Long Beach Serves Volunteer Events. Approximately 300 volunteers participated in 12 different City-hosted events. Please see the attached summary of the volunteer opportunities offered and how many volunteers participated in each.

Altogether, the campaign was seen as a success for its ability to bring people from all parts of the City together for the shared purpose of giving back to the Long Beach community. Examples of the successes included a wetlands clean up, raising awareness for breast cancer survivors here in Long Beach, cleaning up vacant lots, constructing garden planters, engaging youth in learning about healthy food, and many other great opportunities.

Attendance at the events was ultimately less than originally anticipated. As a result, City staff will be evaluating models for continued engagement in volunteer activity, how to best organize volunteer activities (either through large organized campaigns or smaller individual events throughout the year), as well as examining how to expand marketing of the various volunteer opportunities to generate more community involvement.

Long Beach Serves Cost

In recognition of their longstanding history with the City, as well as their expertise in volunteer management, the City chose to partner with the Volunteer Center South Bay-Harbor-Long Beach (Volunteer Center) to launch and promote the first annual City of Long Beach Volunteer Campaign. The Volunteer Center worked with the City to provide volunteers with the education and training necessary to participate in one or more volunteer events. In addition, the Volunteer Center launched a new volunteer opportunity online platform as part of the City's volunteer campaign, where residents and visitors were able to learn more about the multiple opportunities available. Residents will continue to have access to volunteer opportunities through this portal year-round. Approximately 40 volunteers used this system to sign up for the various opportunities in Long Beach.

The fiscal impact of this partnership was \$3,000. This cost was in the form of an honoraria paid to the Volunteer Center for supporting the City's Volunteer Campaign and performance of its scope of work.

For more information about the Long Beach Serves Volunteer Campaign, please contact Marley Williams, Management Assistant, at (562) 570-3144. For more information about ongoing volunteer activities taking place throughout the City year-round, please contact Melissa McCormick, Volunteer Services Director, Volunteer Center South Bay, Harbor, Long Beach, at (310) 212-5009.

ATTACHMENT

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Long Beach Serves: Volunteer Event Descriptions

1. **Name of Event:** Alert Long Beach Canvassing
District: 1
Number of Volunteers: 6
Description of Event: Volunteers distributed approximately 200 flyers to older residents in District 1 with information about the “Alert Long Beach Application” and services.
2. **Name of Event:** Clean LB Cleanup
District: 2
Number of Volunteers: 20
Description of Event: Volunteers cleaned trash, debris and other non-natural habitat from around the clean-up area.
3. **Name of Event:** East Village Neighborhood Cleanup
District: 2
Number of Volunteers: 20
Description of Event: Volunteers used trash bags and gloves to clean trash, debris, old furniture and other illegally dumped items from the East Village Neighborhood area.
4. **Name of Event:** Wetlands Cleanup (Shopkeeper Road)
District: 3
Number of Volunteers: 32
Description of Event: Volunteers cleaned trash, debris and weeds from the wetlands area on Shopkeeper Road. In addition, volunteers were given a tour of the wetlands and the wetlands birds from the Audubon Society.
5. **Name of Event:** 1st Saturday Stewards
District: 4
Number of Volunteers: 30
Description of Event: Volunteers joined the El Dorado Nature Center staff to clear the Nature Center stream and trails of trash and debris as well as pull weeds growing on and around the trails.
6. **Name of Event:** WESCA Neighborhood Cleanup
District: 4
Number of Volunteers: 10
Description of Event: Volunteers joined the West East Side Community Association to clean trash and debris from the alleys and streets in and around the clean-up area.

- 7. Name of Event:** Open Air Library Book Fair: El Dorado
District: 5
Number of Volunteers: 15
Description of Event: Volunteers worked to offer the community an open air book sale at the El Dorado Park Library. The volunteer duties included unboxing books, sorting and arranging books into bins and selling books at the book fair.
- 8. Name of Event:** Garfield Elementary School Cleaning
District: 7
Number of Volunteers: 50
Description of Event: Volunteers, both children and adults, gathered to clean trash in and around Garfield Elementary School. Volunteers also built garden boxes and had the opportunity to learn about gardening and growing their own healthy food.
- 9. Name of Event:** Neighborhood Beautification: Long Beach Blvd. and Del Amo Blvd.
District: 8
Number of Volunteers: 25
Description of Event: Volunteers cleaned trash and debris from the Long Beach Boulevard corridor and parts of the North Virginia Village. Volunteers helped to clear illegally dumped items and worked to beautify the corridor.
- 10. Name of Event:** Mulch Application
District: 9
Number of Volunteers: 5
Description of Event: Volunteers worked to spread mulch over an area of Long Beach that spreads to the 710 Freeway and was in need of mulch application.
- 11. Name of Event:** Artesia Blvd. Storm Drain Pump Station Beautification
District: 9
Number of Volunteers: 45
Description of Event: Volunteers worked to remove trash and weeds from a blighted site in District 9. In addition, volunteers trimmed grass and other debris in order to prepare the site for a potential future dog park.
- 12. Name of Event:** Prance for Pink
District: All City
Number of Volunteers: 10
Description of Event: Volunteers participated in a flash mob dance on Second Street where volunteers wore pink, danced to Uptown Funk and distributed flyers from Long Beach Memorial about breast cancer education, including information about prescreening and self-checks. The event was designed to raise awareness for Breast Cancer Month. In addition, the event was broadcast live on Facebook.